Relieving You of ALL Direct Mail Details

BEAUMONT, HELLER & SPERLING, Inc.

SIXTH and WALNUT STREETS

LETTER PROCESSING PHONE 5-4311 MAILING LISTS

PEARL ST—Con
229 Napiecek Stella Mrs ◎ 1 △3-1467
231 Gebret Ralph D 4 △5-5127
233 Roa Pedro ◎ 3 △2-3271
235 Stalbot Michl 4 △4-6252
237 Patsouracos Maria Mrs ◎ 1 △4-8260
238 Kohl & Heist garage
239 Lambros Costas ◎ 2 △4-2195
240 Lehnert Frank P ◎ 2 △5-7063
241 Kastura Steph P ◎ 4 △4-6598
242 Gilmore Chas A ◎ 5 △6-3785
243 Czechowski Anthony ◎ 2 △6-2244
244 Cataldi Louis ◎ 5 △4-6443
245 Wheeler Chas LeRoy ◎ 2 △3-5954
247 Morris Saml A ◎ 4 △2-7384
249 Gristick Paul ◎ 5 △2-7912
250 Robertson H I Co whol auto parts △5-6932
256 Storage
Spruce crosses
310-334 Tyson Schoener School
311 Maslar Geo F ◎ 5 △6-3252
313 Wiza Edw A ◎ 3 △3-1935
315 Gottschall Frank 5 △3-6611
317 Miller John M ◎ 4 △4-8197
319 Sherman Clarence L ◎ 2 △4-2998
321 Barrasso Michl ◎ 5 △2-9347
323 Dastra Anthony ◎ 5 △2-2466
325 Zielinski Stanley A ◎ 3 △3-1862
327 Nicolo Steve ◎ 3 △4-9291
336 Pazik Bertha R Mrs ◎ 6 △2-2915
338 Smykla John ◎ 2
339 Bloom's Warehouse
340 Cramp Mary L ◎ 1
342 Kolodznski Frank A ◎ 3
343 Straka Mary C ◎ 2 △2-2007
344 Dutko Andrew J ◎ 5 △5-7283
345 Stasik Mary Mrs ◎ 3 △2-7533
346 Monyer Wm H 4 △5-6383
347 Kissinger John H ◎ 5 △2-8759
348 Weinbold Willard ◎ 2 △2-1380
349 Hildebeidle Jesse C ◎ 2 △4-2492
350 Marx Robt E ◎ 4 △4-9658
352 Roshorn Wm F 3 △3-8087
354 Goda Merril C 7 △3-1820
Bingaman crosses
407 Anderko Anna J Mrs ◎ 5 △2-7103
409 Mountz Rodger C 7
415 Sordoni Construction Co Inc elec contr △4-5456
418 Vacant
420 Vacant
422 Vacant
424 Borzellino Carl R ◎ 5 △5-9769
425 Vacant
428 Jacisin Jos J ◎ 4 △5-3106
430 Skipper Chas E ◎ 6 △5-2981
432 Marvin Dorothy ◎ 1 △3-6045
433 Standard Paper Box Mfg Co Inc △5-6174
Standard Offset Printing Co △5-6174
434 Tobolewski Jos V ◎ 4 △4-5962
436 Maryniak John ◎ 6 △4-2390
438 Vacant
440 Vacant
440½ Kirlik Andrew J 4 △6-4352
442 Zeimer John R ◎ 2 △2-0243
442½ Wentzel Wm ◎ 2 △4-1095
444 Stofko Geo J ◎ 2
446 Yiengst Fredk G ◎ 4 △4-5658
Laurel crosses
504 Singleton Martha 5 △2-0279 △4-5658
506 Livinghouse Cloyd A 7
507 Carter Ernest telev, radio and elec appliances repairs △3-4465
508 Wagner Paul F ◎ 3 △4-6186
509 Cotolese Frank ◎ 4 △4-4644
510 Stoudt Isaac 4 △3-4064
511 Smith Chas D ◎ 4 △4-5605
512 Garage
513 Vojtasek John J junk dlr ◎ 6 △4-6876
514 Carter Earnest ◎ 5 △3-4465
515 Palcak Wm J ◎ 3 △4-1285
516 Kolson Anna Mrs ◎ 5 △5-3572
517 Jacisin John G ◎ 3 △3-0011
518 Wentzel Robt P ◎ 4 △5-3992
519 Hracho Steph ◎ 2 △4-5093
520 Pawlikowski John T 2
521 Pearl St Playground
534 Bell Chemical Co Inc △4-4855
546 Latze Mary Mrs ◎ 2
548 Krersher Geo W ◎ 4
550 Milanek Jos P ◎ 7 △5-7313
552 Muthart John O ◎ 3 △5-0523
Willow crosses

30

PEARL (Shil) from opp 26 New Holland av east to Spruce
44 Berks Box Co △7-1334
51 Tobias Garage auto repairing △7-1197
Lash begins
Franklin crosses
Chestnut crosses
Spruce crosses

1, 2

PENN from Schuylkill River east to 11th
1 Penna RR Co The (Wilkes-Barre Division) △2-5542
20 Vacant store
Front begins
105 Reppert Saml J 11
Strouse Stanley B 2 △6-2284
McDonough Raymond E 7
107 Reading Auto Dealers Service auto towing △3-4189
Automobile Dealers Road Service △3-4189
Grepps Motor Co auto repairing towing △3-4189
110 Dept of Labor & Industry, Bureau of Employment Security, State Employment Service △4-1101
Dept of Labor & Industry, Bureau of Employment Security, Field Accounting Service △4-1101
111 Cutting Harry 2 △3-7882
Rentschler Merritt J 3 △6-1331
112-118 Lee Tire & Rubber Co of New York Inc △4-4929
113 Otis Elevator Co △2-8161
117 Reading Novelty Co vending machines △5-4565
Hoffman Chas N 2
Remp Arth D 5
119 Reading Novelty Co storage
Fullwood Wm L 3 △2-3807
Heffner A Howard ◎ 1 △6-1394
120 Home Distributing Co beer distrs △4-2242
rear Empire Brass Mfg Co Inc △2-0113
121 Baggott Esther Mrs 1 △3-5463
Devine Eva N Mrs 1 △6-7597
Heckman Richd A 1
Trego Annie L Mrs 1
Richardson Albert O 2
124 Millerton Apartments
Payne Elsie M Mrs 2 △5-9822
Strouse Wm H 3 △2-8656
Weidner Frances E Mrs 2 △5-1512
Kissinger Arth L 2 △5-8917
Pellegrini Guido 2
Koch Fred B 3
125 Fidler Babe Home Improvements storm doors and windows △2-5886
Antonucci Jos 1
Alston Lottie Mrs 1
Barnett Arvilla L 1 △2-8336
126 Vacant
127 Taylor Theresa Mrs 1
Shade Lucy M 2 △5-4886
Cullen Thos W 3
Smith Myrtle R Mrs 2
Miller Emily M 2 △4-0550
Boas Harold D 2 △5-4150
Boas John S 1
128 Vacant store
129 Penn Bridge Appliance electrical appliances △4-1704
K & S Amusement Co coin operated music machines △3-8628
130 Snyder John L 3
Fox Eliz 1
Maurer Ralph 3
Farrier Thos I 5 △4-0163
Daniels John E 5
Gilbert Roy F 4
135 Crosco Alcinda A furn rms 4 △5-3558
136 Vacant
137 Oudinot Florence M Mrs 2 △4-2458
Hosler Lillian 2 △3-4638
Talys Chas 1
Baum Sallie Mrs 2 △5-5154
138 Klock Ruth E Mrs 2 △2-7898
Flowers S Marvin 5
Peay Toy P 2 △2-2306
Grinnage Harry E 2 △5-9578
139 Neidig Earl C 3 △6-0993
Gresh John H 3 △2-8538
Feather Mabel I 1 △5-2804
140 Jones Hand Laundry
141 O'Regan Edw W ◎ 3 △5-6801
142 Delp G H Co gro △6-7107
143 Gunther Saml ◎ 1
Kipp Paul Robt △4-3095
145 Hope Rescue Mission whse
147 Enterprise Novelty Co soda fountain and bar equipment △2-0123
Strouse Ada V Mrs 3 △4-0558
Hartman Albert D 4 △4-9085
Mentzer Howard C 3 △6-2716
Angstadt Bessie S Mrs 3 △5-0959
148 Salamone Tony 1
Sweitzer Myrtle P Mrs 4
Sharp Chas C 2 △5-0704
149 Focht Lizzie Mrs 1
Dobbins Tama Mrs 1
Pepe Peter F 2 △3-8271
Mohring Herbert M 4
150 Victor Emmanuel 2d, Beneficial Society of Reading △3-9042
151 Levengood Lee E 2 △5-8884
Miller Paul W 3 △2-5286
153 Coleman Teaner Mrs 1 △6-0866
Williams Mary Eva 1
Gantz Lena C Mrs 2
154 Vacant
157 Barbey Geo D Co Inc radio sets and supplies △6-7451
Hornberger Franklyn L acct △6-7451
2d begins
200 Keystone Hook & Ladder Co No △3-5111
201 Goodrich B F Co tires △4-2274
204 West End Social Club △3-2121
205 Brighter Apartments
apt *101* Miller Stanley M 4 △2-7029
201 Haas Alton E 2
202 Turner Chas J 3
203 Endy Harry L 2 △3-8128
204 Turner Wilbur F 3 △5-1961
205 Simmons Frank J 3 △2-2281
206 Hoch Walter W 2 △2-7413
Maslar Mary Mrs 4 △6-9176
301 Mishler Sula E Mrs 3 △5-6593
302 Krisher Victor D 2 △4-0129
303 Gordon Loretta 2 △4-3440
304 Shanahan Philip R 2 △4-6280
305 **Lantz Asher H 2 △3-3787**
306 Hartranft John B 2 △2-5332

POMEROY'S

READING'S LARGEST DEPARTMENT STORE

— DIAL 5-6111 —

A PENNSYLVANIA INSTITUTION ESTABLISHED 1876

205 PENN ST—Con
Bright's Apts—Con
402 Fegley Signa A Mrs 4 △3-8531
404 Forte Paul 3 △5-7705
405 Cianciolo Dominic J 2 △4-5096
406 Fries J Valentine 1 △3-2692
407 **Brown Rosella F Mrs 1** △3-7408
206 Zelano Grocery Store △3-9478
Torres Danl 6
Torres Santiago 7
Ortiz Angel 5
207 Supreme Cleaners & Tailors △3-9982
208 Mitzel Earl E cigars
Kulp Abr K 1
Neiman Paul F 2
Gallagher Jas A 2 △2-8477
209 Jenkins Station & Lightfoot barbers
210 Carrozza Frank shoe repr
Jasavage John 2 △3-1298
Lott Lester S 2 △3-7065
Focht Maggie M Mrs 3 △2-0089
Moyer Alice L 1
211 Vacant store
212 Cut Rate Tire Co △2-5085
213 Monaco Nicholas gro 1
215 Vacant
216 Vacant store
rear Vacant
217 Brighter Lunch △2-8588
Levan Wirt D 2
Shearer Emma C Mrs 1 △5-1555
Motacki Anthony F 2 △3-2858
218 Rebstock Margt L 1 △6-4253
Weiler Jas A 2 △2-2905
Albright Edmund J 2 △2-2338
Konopelski Michl A 2 △5-5543
Cafarelli Nicholas D 2 △2-7031
Kauffman Howard E 2 △3-5351
219 Potter D J Co electrical appliances △2-8340
220 By-Bar tavern △3-9825
Behle Dale E 2
Rhoads M 2
Moyer C 2
221 Haas Harold G 4
Longenecker Willis H 2 △4-7920
222 Gilbert M Tobacco Co Inc △3-2431
223 Rdg Wholesale Banana Co △2-5416
CIANCI BUILDING
Hantz Ray E 1
Krause Wm J 4
Adams Granville C 2
Kirlin Dottie C 1
Gantz Raymond L 3
224 Berks Tire Co △3-9289
Burkholder Grant W 1
Ingar David 2
Mentzer Ada R 1
226 Vacant
227 Longenecker's men's furngs △3-2323
228 DeCarlo's Meat Market △2-2663
232 Maurer John J barber △5-2615
Stamm Bertie M Mrs 3
Greth Wm H 2 △2-1916
Stoudt Nancy J Mrs 4
Brown Mark L 1 △4-7739
Border John H 4
236 bsmt Wilson Cecil 1
Herbert Evan A 2 △5-1495
Corbin Garland D 2
Adam Katie Mrs 1
Gasser Esther 1
Pauletti Emideo 1
Gould Alf S 6
MacNutt Anna L Mrs 1
238 Reading Paint & Glass Co △2-9241
Andes Eliz H Mrs ◎ 3 △2-9241
Andes Eug R 2 △2-9241
240 Kurtz House tavern △3-9834
240 Bridegam Apartments
Spangler Robt J 3 △4-8672
Montz Eva B Mrs 3 △4-0891
Cohn Philip 3 △2-6955

Apartments—Con
Susko John J 1
Burns Wm F 2 △2-8679
241 Kinkaid's News Stand △3-9118
Kinkaid Lucy M Mrs ◎ 3 △3-9118
242 Adam's Cut Rate Store patent medicines △4-0787
244-248 Firestone Stores Inc tire △4-8271
245 Auman Apartments
apt *1* Armose Lou M 2 △3-4724
2 Wunderlee Walter M 2 △6-1184
3 Hasson Raymond P 3 △5-9969
4 Halkier Alf 2 △2-4493
5 Betz Ruth 2
6 **Lewis Saml G 2 △3-2428**
7 Brown W LeRoy 1 △2-6276
8 Monasmith Blair K 1 △2-5866
246 Vacant
247 Auman Funeral Parlor △5-6247
Auman Theo C Inc funeral directors △5-6247
Moyer Raymond W 2 △5-7828
249 Hettinger Bros autos △6-7404
Reigel LeRoy A notary public
251 Killiarides Evelyn E Mrs 1 △3-7023
Zerbe Gilbert A 4 △5-2773
253 Lieberman Morris tailor △4-2754
DiSalvo Jas 1
Wartluft Esther M Mrs 2
Martin Geo Roy 2 △4-2381
Zradzinski Eliz Mrs 1
259 Hettinger Bros used car lot
3d begins
300 Brighter Furn Factory △5-6613
301 Price W F & Son retail auto accessories △6-2834
apt *1* Hudson Wm C 3 △4-6254
2 Witmyer Martha E Mrs 1 △5-4029
3 Greene Minnie M nurse 1 △5-9287
4 Moyer Kath L nurse 1 △5-9842
5 Epting Minnie M Mrs 1 △2-0537
6 Dunkle Sallie R Mrs 1
8 **Harbach Ruth H 1**
303 Heller Ida F 3 △5-8294
Boyer Jack F 3 △2-2278
Dionne Harry 2
Bauer Arth F 2
305 Williams Candies △3-9794
306 Vacant
307 Rite Safety Shoe Co shoe dlrs △4-2769
307 **Kohl Apartments**
Sheetz John E 3
Kendall Marion L 1 △5-1621
308 Lits Club △3-9307
310 Remington Rand Div of Sperry Rand Corp △6-2868
Edwards Cath 1 △3-4566
311 Reading Motor Parts △6-7404
312 Grill Anthony J jwlr
314 Vacant
315 Hettinger Bros auto parts △6-3921
Reading Motor Parts whol auto parts △6-3921
315 **Buckley Apartments**
apt *201* Bohn Edna M Mrs 1 △5-7921
202 Toberman Glenn E 2 △2-2686
203 Linkowski Frank S 2 △6-0541
205 Katrinak Wm J 2
206 Atherton Louis R 2
301 Tracy J Jos 2 △3-6795
302 Oldham Ann W Mrs 1 △6-0343
303 Mauger John T 1 △3-0191
304 **Reed C Irene Mrs 1** △6-7010
305 Kearney Florence E Mrs 1 △6-0857
306 Driscoll Dorothy B Mrs 1 △2-6342
401 Illuzzi Virginia A 1 △2-5909
402 Strunk Alice M 1 △2-3765
316 Benny's Book Store magazines and novelties △3-9195
Cese Francis ◎ 2 △6-0533
317 Brown's Yarn Shop △2-9288
Brown Alice W Mrs ◎ 9 △2-9288
319 Ramos Co hat cleaners △3-9942
320 Daniel's Coffee & Tea Co △2-6729
321 Cohn Philip men's furngs
Perkins Kathryn E 2 △4-3502
Printz Fredk 4 △3-7575
DiGuardi John A 1
Rybak Celia Mrs 1 △5-8034
322 Bauman Elwood A 2 △3-0508
Kastele Michl 2
Griffith Raymond E Rev 4 △2-7212
Bagenstose Annie L Mrs 1 △2-1475
Spayd Edw F 2 △6-1470
323 Jimmie's Italian Sandwich Shop △3-9928
325 Dietrich's floor coverings △5-6157
326 Reading Radio Exchange elec appliances △4-3255
Schofer Frank J ◎ 2 △4-3255
327 Blimline Auto Supply Co Inc elec appl △6-7329
328 American & Italian Grocery △3-9216
330 Levy's Model Shoe Store 2-4150
Levy Sadye ◎ 1 △2-4150
331 U S Diner △3-9958
Fina Julia F ◎ 2 △3-2196
Dissinger Harry W 2 △5-0518
332 Old Central Cafe tavern △3-8885
333 Acme Electric Co elec appliances △4-5181
334 Surplus Outlet Store men's furnishings △4-8797
335-337 Custom Floor Coverings △6-3641
Nelson Erma B Mrs nurse 1 △3-0678
Sweimler Earl D 2 △2-5811
Randis Albert C 3 △5-9370
336 Keller's Restaurant
Keller Annie N Mrs ◎ 2 △3-8168
Huber Frank W 1 △3-8403
338 Andrew's Italian Sandwich Shops △3-9009
340-342 Greenfield Furniture Market Inc △4-9905
344 Diller Paul jwlr △2-8434
346 Capitol Lunch △3-9398
Loeb Emanuel W ◎ 8 △3-2476
347-349 Reading Eagle Co
352 Schaeffer Wm J dry gds ◎ △2-6862
McCarthy John D 7 △5-5549
355 Bloom Arth & Son furn dlrs △6-2846
Larkin Wm W 1
Rick Harrison 2 △2-4226
Weisner Ella V Mrs 3 △5-5506
Kunkel Chas A 2 △2-3984
Lahner Edith L Mrs 2
Bush Melvin L 1
356 Chiarelli Bldg Corp △5-6151
American Hotel △5-6151
Chiarelli Bros Music Store △5-4445
Jack's Barber Shop
359 Smith Peter J dentist △2-4409
Home Life Ins Co of America △4-8741
Noll Sadie V 1
Hasbrouck Gerald L music tchr △6-0014
Audio League of Pennsylvania
Gier Walter J mus tchr △6-0014
Walker Theo C voice & piano tchr △6-0014
361 Goldy's Corner household goods △5-5360
400 Thomas' Take-Home Food Shoppe delicatessen △3-5200
401 Saylor B & J Foods Corp whol gros △5-6253
Saylor B & J Inc retail gros △5-6253
4th begins
402 Thomas Restaurant △3-9234
403 Liner E & Co furn dlrs △6-3951
405 Acme Market Inc gros △3-9134
406 Tersuhow's women's apparel △3-5155

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In-between Heats

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